



ORDER

Flight Dates **10/02/12-10/08/12**

Contract / Revision **299910 /**

Original Date / Revision
06/07/12 09/18/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Democratic Congressional Campai

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:05:00

Estimate # **1308**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	47	\$26,456.25	\$31,125.00	0.00	10/01/12	10/08/12	47	\$26,456.25	\$31,125.00
Totals	47	\$26,456.25	\$31,125.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	10/02/12	10/05/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF - -	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- TWTF - -			1		\$125.00		0.00				
N 2	KNXV	10/02/12	10/05/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- TWTF - -			1		\$400.00		0.00				
N 3	KNXV	10/02/12	10/05/12		CM	7am-9am	- TWTF - -	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00



KNXV

Print Date: 09/18/12

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Contract / Revision **299910** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 06/07/12/ 09/18/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1308**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		2			\$400.00			0.00			
N 4	KNXV	10/02/12	10/08/12	M-F 430-5am M-F 430am News	CM	430-5am	MTWTF--	:30	4	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		4			\$50.00			0.00			
		Week: 10/08/12	10/14/12	M- - - - -		1			\$50.00			0.00			
N 5	KNXV	10/07/12	10/07/12	Su 6-7am GMA Su 6-7am Good Morning	CM	6am-7am	- - - - - S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S		1			\$200.00			0.00			
N 6	KNXV	10/02/12	10/08/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	4	\$400.00	P-6	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		4			\$400.00			0.00			
		Week: 10/08/12	10/14/12	M- - - - -		1			\$400.00			0.00			
N 7	KNXV	10/02/12	10/08/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	MTWTF--	:30	4	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		4			\$200.00			0.00			
		Week: 10/08/12	10/14/12	M- - - - -		1			\$200.00			0.00			
N 8	KNXV	10/02/12	10/08/12	M-F 430pm-5pm The List	CM	430pm-5pm	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		4			\$400.00			0.00			
		Week: 10/08/12	10/14/12	M- - - - -		1			\$400.00			0.00			
N 9	KNXV	10/02/12	10/05/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		4			\$500.00			0.00			
N 13	KNXV	10/06/12	10/06/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	- - - - - S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S-		1			\$500.00			0.00			
N 14	KNXV	10/07/12	10/07/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	- - - - - S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S		1			\$500.00			0.00			
N 15	KNXV	10/07/12	10/07/12	Sunday Prime A AFHV	CM	6pm-7pm	- - - - - S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S		1			\$3,000.00			0.00			
N 16	KNXV	10/08/12	10/08/12	Monday Prime C Castle	CM	9pm-10pm	M- - - - -	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M- - - - -		1			\$5,500.00			0.00			
N 17	KNXV	10/07/12	10/07/12	Sunday Prime D Scandal	CM	9pm-10pm	- - - - - S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S		1			\$4,000.00			0.00			



KNXV

Print Date: 09/18/12

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Contract / Revision **299910** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 06/07/12/ 09/18/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1308**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N17	KNXV	10/07/12	10/07/12	Sunday Prime D Scandal	CM	9pm-10pm	-----S	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S			1		\$4,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u> <u>Type</u>		
1	KNXV	10/01/12-10/07/12		Sunday Prime D		9pm-10pm	-----Su	:30		(\$4,000.00)		0.00 NM		
See MG 17.2														
[Scandal airs on Thursdays from 9-10pm. jtaylor 7/27/12]														
2	KNXV	10/01/12-10/07/12		Sunday Prime D		9pm-10pm	-----Su	:30		\$4,000.00		0.00 NM		
Ⓜ MG for 17.1 10/07														
N18	KNXV	10/07/12	10/07/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S			1		\$350.00		0.00			
N19	KNXV	10/02/12	10/08/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,000.00	P-3	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--			4		\$1,000.00		0.00			
Week:		10/08/12	10/14/12	M-----			1		\$1,000.00		0.00			
N20	KNXV	10/02/12	10/08/12	Nightline Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--			4		\$450.00		0.00			
Week:		10/08/12	10/14/12	M-----			1		\$450.00		0.00			
N21	KNXV	10/07/12	10/07/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S			1		\$1,000.00		0.00			
N22	KNXV	10/02/12	10/05/12	Jimmy Kimmel Live Kimmel	CM	1102pm-1206am	-TWTF--	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--			1		\$250.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 47 \$31,125.00